

THE IMPACT OF SCIENCE COMMUNICATION ON TWITTER: THE CASE OF NEIL DEGRASSE TYSON

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<https://doi.org/10.3916/C65-2020-02>

INTRODUCTION



Twitter, space for citizen participation, can be useful to find out about these issues.



Dissemination, Another stimulus for research is the potential of the tool to provide periodic comparable assessments.

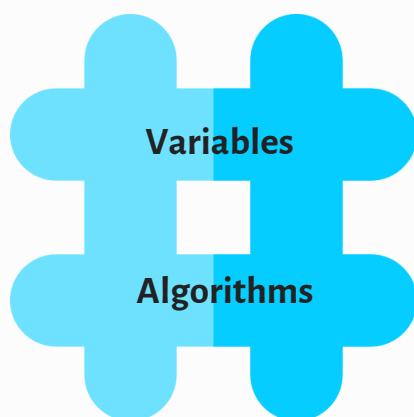


Communication of science has been presented as an essential strategy to foster permeability between science and the public.

METHODOLOGY

Study of the discourse available on Twitter
Algorithm in Swift language

Frequency (word)
FavoriteRate
RetweetRate
Popularity (word)
Polemicity (word)
Popularity (category)
Polemicity (category)

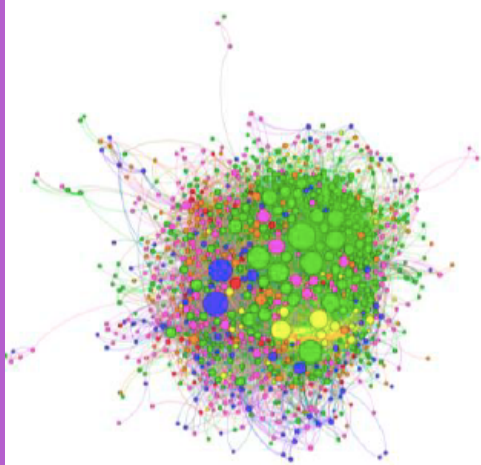


Science
Emotion
Culture
Socio-political
Media
Beliefs

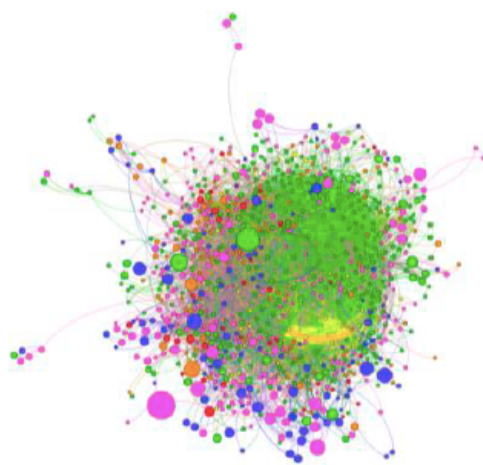
RESULTS

Neil deGrasse Tyson («@neiltyson»): 3.005 tweets/ 24.484 words

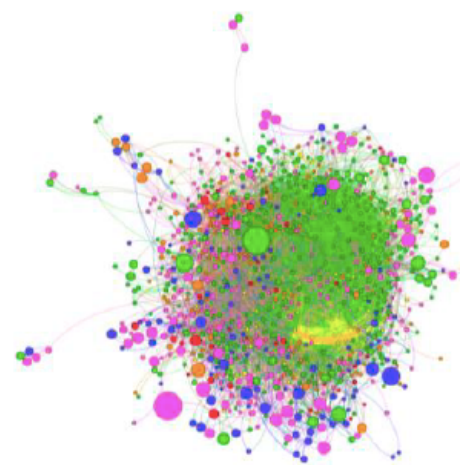
● ciencia ● emoción ● cultura ● político-social ● medios ● creencias



Discurso de @neiltyson



Acumulación de retweets



Acumulación de likes

CONCLUSIONS



The first striking result is that the scientific content loses relevance to other types of information in the set of tweets collected from Neil deGrasse Tyson.



Tyson's predominant discourse is composed of words associated with scientific content, it is the emotionally charged tweets that receive the most attention from the receiving user.



This case study suggests strategies to strengthen science communication: linking scientific information to socio-political issues and/or transmitting it in an emotional way.

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